

IN THE CLAIMS

Please amend the claims as follows:

Claims 1-8 (Canceled).

Claim 9 (Currently Amended). A method for driving an organic electroluminescent display device, which has a set of row electrodes and a set of column electrodes provided in a matrix pattern, and an organic electroluminescent element sandwiched between both sets; comprising:

driving the organic electroluminescent element by an electric charge control driving method when an ambient temperature is higher than a prescribed temperature, the electric charge control driving method comprising supplying electric charges to a column electrode in the set of column electrodes and then placing an output from a driving circuit to the column electrode in the set of column electrodes in a high impedance state;

driving the organic electroluminescent element by the electric charge control driving method when the ambient temperature is not higher than the prescribed temperature and when a light-emission luminance in a maximum gray scale is a relatively low luminance; and

driving the organic electroluminescent element by a capacitive charge driving method when the ambient temperature is not higher than the prescribed temperature and when the light-emission luminance in the maximum gray scale is a relatively high luminance, the capacitive charge driving method comprising supplying a constant current to the column electrode in the set of column electrodes after performing the capacitance charge, and then applying a constant voltage to the column electrode in the set of column electrodes to turn off a pixel.

Claim 10 (Original). The method according to Claim 9, wherein when the ambient temperature is not higher than the prescribed temperature and when a rated luminance is defined as 100%, a light-emission luminance when switching between both driving methods has a value of 40% to 60% of the rated luminance.

Claim 11 (Original). The method according to Claim 9, wherein the prescribed temperature is in a temperature range of from -10°C to $+10^{\circ}\text{C}$.

Claims 12-13 (Canceled).

Claim 14 (Original). The method according to Claim 9, wherein a maximum voltage of a supply voltage of the driving circuit is not higher than 25 V.